



Get Directions for Navigating Food Products Labeling

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MADISON – When thinking about selling processed foods, it’s easy to get lost navigating through the food product labeling requirements. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) encourages potential sellers to get directions from the experts at a “Food Product Labeling 101” workshop.

This free workshop will be held on Tuesday, April 24 from 1:00 to 4:00 p.m. at the Sharing Spaces Kitchen in Prairie du Chien. Topics for the workshop will include mandatory label elements, nutrition labeling, special labeling issues and licensing requirements. Time will be available for questions.

The workshop’s speaker will be Arthur Ness, a DATCP food scientist. Ness has worked for DATCP’s Division of Food Safety for over 30 years and has extensive experience with product labeling and licensing requirements in Wisconsin.

DATCP’s Something Special *from* Wisconsin™ program is sponsoring this workshop. As a branded marketing program, Something Special *from* Wisconsin™’s trademark logo guarantees at least 50% of a product’s ingredients, production or processing activities are from Wisconsin. To learn more about Something Special *from* Wisconsin™, visit somethingspecialfromwisconsin.com.

To register for the workshop, visit sharingspacekitchen.org and click on “Entrepreneur Workshops.” Sharing Spaces Kitchen is a shared-use incubator kitchen that includes two kitchen areas, a clean packing room, large dry storage area, walk-in cooler and freezer, two loading docks and a large classroom.

Workshop attendees will receive a free copy of the *Wisconsin Local Food Marketing Guide*. This guide explains step-by-step how to move products from the field to consumer.

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